

NOMINATION FOR AWARD

AWARD Outstanding Public Affairs Entry Level Civilian		CATEGORY (If Applicable) GS-5 to GS-7	AWARD PERIOD 1 Jan - 31 Dec 2002
RANK/NAME OF NOMINEE (First, Middle Initial, Last) DAWN R. WALDMAN NH-II		SSN (Enter Last 4 Only) 8259	MAJCOM, FOA, OR DRU AFMC
DAFSC/DUTY TITLE Deputy chief, Air Force Flight Test Center News Service		NOMINEE'S TELEPHONE (DSN & Commercial) DSN 527-3510 Comm (661) 277-3510	
UNIT/OFFICE SYMBOL/STREET ADDRESS/BASE/STATE/ZIP CODE Air Force Flight Test Center Public Affairs, 1 S Rosamond Blvd., Edwards AFB, CA 93524			
RANK/NAME OF UNIT COMMANDER (First, Middle Initial, Last)/COMMANDER'S TELEPHONE (DSN & Commercial) Maj Gen Wilbert D. Pearson Jr. DSN 527-2140 Comm (661) 277-2140 (doug.pearson@edwards.af.mil)			
SPECIFIC ACCOMPLISHMENTS (Use single-spaced, bullet format)			
OVERALL EFFECTIVENESS AND JOB ACCOMPLISHMENT: <ul style="list-style-type: none"> - Conceived, developed and implemented Edwards Headline News, short radio news programs featuring mission and community news broadcast on Edwards Commander's Access Channel, telephone-hold system, Intranet and public Web site; increased communication effectiveness at no additional cost - Produced approximately 50 "voicers" about various Edwards' test and evaluation missions for broadcast on Air Force Radio News, a largely untapped market heard worldwide by more than 1.2 million listeners annually--a market much untapped before her keen broadcasting insight and initiative -- Professionalism of radio segments led HQ Air Force News Agency to ask that Edwards be THE model for all Air Force PA offices submitting radio stories for broadcast on Air Force Radio News - Aggressively spearheaded first-ever live broadcast of base events on Commander's Access Channel -- Successfully orchestrated first-ever, back-to-back live broadcasts of Edwards first Industry Outlook Conference and Chuck Yeager Trialogue allowing all base people access to the events as they occurred even if they could not attend--efforts earned special act award from AFFTC commander - Tirelessly worked nearly around the clock for three days during Edwards Open House and Airshow providing the world with instant news and photos of Chuck Yeager's last military flight via the AFFTC News Website--result: Associated Press picked up Edwards' story and photo on Chuck Yeager's last military flight with resulting coverage ranging from USA Today to CNN.com - Skillfully communicated AFFTC commander high interest item--on-base speeding; wrote, produced, directed and released video public service announcement for airing on Commander's Access Channel as well as before feature films in base theater and in unit commander's calls--result: strategic placement of PSA increased awareness and is credited with significant drop on-base speeding 			
LEADERSHIP/ORGANIZATIONAL AND PLANNING SKILLS: <ul style="list-style-type: none"> - Aggressively researched, wrote and coordinated 2002 base newspaper contract statement of work -- resulted in the most advantageous contract to date for AFFTC/PA to include an in-house layout and design technician, full color pages, increased number of visually-pleasing news stands, four new computers, two new state-of-the-art digital cameras and maintenance of all equipment by contractor - Spearheaded grass-roots initiative to procure extra workspaces for spike in incoming members assigned to PA, scoured base and found existing resources (new desks, shelving and summer hires to paint & clean carpet) needed to turn an existing break room into a fully-furnished office for two 			
JUDGEMENT AND DECISIONS: <ul style="list-style-type: none"> - Conceived and implemented combining Family Support Center newcomers video with the base guide interactive CD ROM--eliminating need for Family Support to create its own CD, saving more than \$75,000, the cost of production and distribution of a separate CD ROM, over the life of the contract - Harnessed existing products from Life Skills, Family Support Center, Edwards Fire Department, Acquisition Security and the Drug Demand Reduction program for airing on the Commander's Access Channel--provided additional outlets for training resources with no additional cost to the base 			
COMMUNICATION SKILLS: <ul style="list-style-type: none"> - Rescued Edwards Angel Tree children's Christmas program; discovered none of 250 tags with names of base children needing holiday gifts were being removed from the tree in the base exchange & promptly recorded radio news message outlining the program's significance that aired on Edwards Headline News--result: all tags removed 24 hours enabling 250 children to enjoy a brighter holiday - Aggressively worked contacts at Family Support Center and Services to capture radio soundbites on upcoming base activities to publicize the array of programs & services available to base community; increased trust in the PA's ability to get news on base programs out to members of Team Edwards - Developed tracking system for posting information on the Commander's Access Channel; created systematic approach to meeting customers' communication needs--ensured fast & thorough responses to requests for information support and greater access to local information for the base community 			